

### Science & Technology Cabinet Examines Public Health Threats

The Department of Economic Development's Science and Technology Cabinet was revitalized with a standing-room only 2006 kickoff meeting on May 19. The Cabinet, under the leadership of current Chairman and professional biotechnology, pharmaceutical and health care strategist and consultant Leslie Platt, JD, was founded in 2002 and consists of leaders from the science & technology fields, education, business, and government.



Chairman Leslie Platt

Highlights of the Cabinet meeting included presentations and a panel discussion centered on threats to public health, such as Avian Flu, HIV/AIDS, Lyme disease, and bioterrorism. Dr. David Goodfriend, director of the Loudoun County Health Department, addressed the national, regional and local issues surrounding preparedness for an influenza pandemic. Dr. Charles Bailey, the Executive Director of the National Center for Biodefense and Distinguished Professor of Biology at George Mason University, presented information on potential bioterrorism threats and targets, and defensive strategies for both military and civilian populations. Dr. Peter Hotez, Chair of the Department of Microbiology and Tropical Medicine at George Washington University, examined the opportunities and advantages of establishing the first school of public health in Virginia.

Dr. Robin Felder, the Director of the Medical Automation Research Center & Professor of Pathology at the University of Virginia, also told the audience about the upcoming Medical Automation 2006 International Conference to be held at Lansdowne Resort in November.

Follow-up to the Cabinet meeting will include additional exploration of the potential for a school of public health in Virginia, and the creation of a resource base on pandemics and bioterrorism for businesses and government.

### Businesses Urged to Perform Critical Pandemic Flu Planning

At the urging of the United States Department of Health and Human Services, businesses nationwide are requested to become informed on pandemic influenza issues. The federal government has a website that specifically recommends how businesses may best prepare for a pandemic. The general site is [www.pandemicflu.gov](http://www.pandemicflu.gov), with business information, including a checklist for preparedness (attached to this newsletter), on the tab labeled "Business Planning."

Loudoun County Health Director Dr. David Goodfriend agrees with the federal government's advance planning approach. "The preparedness efforts should start now," said Goodfriend, "... It is likely that a flu pandemic will occur in our lifetime, whether it is due to a mutated form of the bird flu or a different flu strain.

#### Department's Prospect Activity—April and May:

- Responded to 737 general information requests
- Distributed 510 growth summaries, 40 maps, 60 business guides and 50 farm product guides
- Conducted 55 business visits and 4 tours
- Worked with 44 on-going and 3 new prospects
- Received 136,941 hits on [www.loudoun.gov](http://www.loudoun.gov), with 37,869 user sessions
- Received 221,829 hits on [www.loudounfarms.org](http://www.loudounfarms.org), with 10,394 user sessions

#### Inside this Issue:

Announcements and Expansions	2
In the News	3
Rural & Town News	4-5
Department & Construction Activity	6

## Announcements and Expansions

### New & Existing Business



- ◆ MightyScribe, Inc., a Sterling-based resource for national and trade media, announced its corporate formation in late May. The company's goal is to be a "sources bureau" for national and trade media, working to connect reporters with experts who can provide background, context and analysis. MightyScribe has direct access to highly placed experts with extensive knowledge of risk assessment, security, terrorism, workplace violence, disaster recovery, and additional specialized areas.

"There is so much clutter and noise out there," says Vicki Con-  
tavespi, a former award-winning  
writer for *Forbes* and the com-

pany's founder. "I'm hoping to help reporters find the sources they need to augment their reporting with thoughtful background and analysis," she said. "My roster is filled with people who have years of experience in their respective industries. They will add to the discourse, not to the noise."

MightyScribe currently works with security and technology experts knowledgeable in supply chain security; disaster recovery and business continuity; and cargo security via the Supply Chain Council, the Disaster Recovery Institute International and the International Cargo Security Council, respectively.

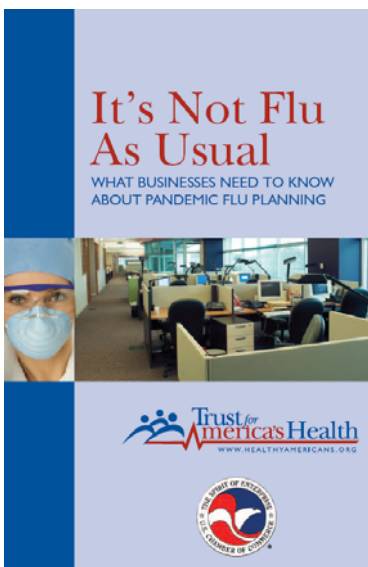
### Business Flu Planning, Use of Government Checklist Urged

(Flu, continued from page 1)

All businesses should review the [government] checklist and begin planning now. Businesses need to determine what functions are critical to their operations and focus on how they would continue to perform these core functions should half their customers or employees be unavailable due to the flu. The Health Department is available to support their efforts as needed or desired."

Additional links to local, state and national information on influenza pandemic, including details on a related upcoming Loudoun County emergency preparedness exercise, are provided for businesses and citizens on the Loudoun County website at <http://www.loudoun.gov/flu/>. County epidemiologist Benita Boyer has also organized the Loudoun County Pandemic Flu Preparedness Task Force, which began meeting in March.

"I am not able to say whether the bird flu virus will ever be a problem for us," concludes Goodfriend. "I do know that we are overdue for a flu pandemic and believe that a flu pandemic is likely within the next decade. I cannot say whether such a pandemic would be similar to the devastating pandemic of 1918 or the more mild pandemics seen since. The probability of its occurrence and the probability of its community impact, though, merit the time it takes for each individual and each business to develop contingency plans."



Each winter, the flu kills approximately 36,000-40,000 Americans. Health experts are now warning that a pandemic flu could kill over a half of a million people in the U.S., hospitalize 2 million more, and cost our economy an estimated \$70-\$160 billion.

## In the News

- ♦ Loudoun-based **Telos** was recently ranked 67th on the *Washington Technology* 2006 list of Top 100 Federal Prime IT Contractors. According to *Washington Technology*, the company had \$133,110,485 in prime federal contracting revenue from IT, telecommunications and systems integration work during fiscal year 2005. Other companies with Loudoun offices making the Top 100 list include Lockheed Martin, Verizon, CSC, SAIC, and Rockwell Collins.



- ♦ **Inova Loudoun Hospital (ILH)** achieved a milestone in patient care and quality with the May 16 notification that the prestigious Magnet designation, the highest institutional honor awarded for nursing excellence, was conferred upon ILH by the American Nurses Credentialing Center. Only two percent of the 6,000 hospitals in the United States have earned this designation, and Inova Loudoun Hospital is only the fourth in the state of Virginia and one of only 202 hospitals in the nation to earn Magnet status. Hospitals applying for the designation must meet demanding criteria, including benchmarks in nursing leadership, excellence in patient care, quality clinical standards and a commitment to continued quality review and improvement. The benefits of Magnet status to patients are said to include improved medical outcomes, shorter in-hospital stays and lower mortality rates.



"Truly we are a magnet for the highest caliber care-givers," said Inova Loudoun Hospital's Chief Nursing Officer Joy Corriher.

"We are so proud of our nurses who tirelessly care for our community," said Chief Nursing Officer Joy Corriher. "Our nursing staff is committed to excellence in every aspect of patient care just as we, as a hospital, are committed to have the best and the brightest representing Inova Loudoun Hospital."

- ♦ **NeuStar, Inc.**, a Sterling-based provider of communications services to the global communications and Internet industry, announced in April that it has entered into a definitive merger agreement to acquire UltraDNS Corporation of Reston, Virginia, for \$61.8 million in cash, subject to customary closing conditions. UltraDNS is a global industry leader in providing managed domain name systems (DNS) services. It plays a key role in directing and managing Internet traffic, enabling thousands of customers to control and distribute that traffic, and ensuring security, scalability and reliability of websites and e-mail. NeuStar's revenue for the first quarter of 2006 totaled \$76.2 million, compared to \$57.8 million in the first quarter of 2005.



- ♦ The **Jack Kent Cooke Foundation** hosted an Open House of its new Loudoun facility at Lansdowne May 17. The Foundation is a private, independent organization established in 2000 by the estate of Jack Kent Cooke to help young students with exceptional promise reach their full potential through education. In addition to significant grant programs run by the Foundation, scholarship programs for those needing financial aid currently assist high school students to attend college, college graduates to attend graduate or professional schooling, community college students to transfer to four-year universities, and spouses and dependents of September 11 victims to pursue college or trade school.



Matthew Quinn, executive director of the Jack Kent Cooke Foundation.



## In the News: Towns & Communities

### Communities Blooming Thanks to Main Street Loudoun Efforts



**Sprucing up the alley in Leesburg, above, and right, where Loudoun is Blooming volunteers pot new flowers.**



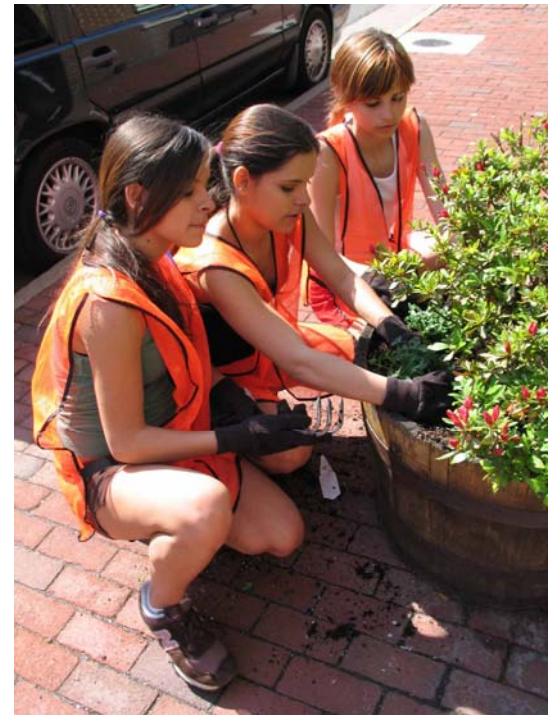
**Cardinal-Virginia Concrete trucks scrub down Sterling Boulevard, above, while Supervisor Delgaudio joins Sterling Foundation members for the roadside clean-up.**



Loudoun communities joined together for the first-ever "Loudoun is Blooming," a spring spruce-up of Loudoun's main streets during the week of April 15 - 22. A creation of the Main Street Loudoun organization, the celebration of springtime featured a variety of activities planned to improve the attractiveness of the downtown areas and give volunteers and businesses a chance to demonstrate their community pride.

Community events included a clean-up competition among 40 Middleburg businesses and the placement of flower-filled barrels along the streets in Lovettsville. Leesburg, in conjunction with its town-wide "Keep Leesburg Beautiful" celebration, participated in Loudoun is Blooming with a thorough tidying and beautification of the alley in downtown Leesburg between the Town Hall parking garage and King Street businesses. At the same time over in Round Hill, another major project was underway — the refurbishment of the community's "Town Park" by 30 adult volunteers and two scout groups, including trash removal, weeding, and new flower plantings.

The Sterling Foundation volunteer group represented the eastern Loudoun community by organizing a clean-up of Sterling Boulevard, and were fortunate to receive corporate support for their efforts. Longtime Loudoun resident Dave Snider, a sales consultant for Cardinal-Virginia Concrete Company, learned of the project and stepped in to donate the use of two of his company's



street sweeper trucks.

"We have two concrete plants located in Sterling and were looking for a way to give something back to the community," said Snider. "The Loudoun is Blooming event gave us an avenue to help out [a community] in Loudoun where we operate our concrete plants, which includes Leesburg, Purcellville and Sterling. Our goal as a company is to be a good neighbor to those communities in which we operate and to give something back when we have the opportunity. We decided to do the street sweeping when we were informed that it was not in VDOT's budget this year to clean Sterling Boulevard, and we thought what better way to help out than to do something that was not going to be completed due to lack of funding."

The Loudoun is Blooming project is expected to be repeated next year.

## In the News: Rural Loudoun

### Summertime Twilight Tours to Feature Information, Local Food

As follow-ups to the successful Forum for Rural Innovation held in Winchester in March, DED's rural team is kicking off a new series of summertime Twilight Tours within Loudoun County.

Each of the three Twilight Tours will be held at one of the county's innovative farms, and will include a presentation of farm history and current operations. Participants are also encouraged to take in one of the county's largest farmers markets on their way.

"We've scheduled each tour for Thursdays at 5pm with the hope that participants can first drop by and experience the Purcellville farmers market, which opens at 4pm, and then head on to each tour," said Rural Resource Coordinator Gary Hornbaker.

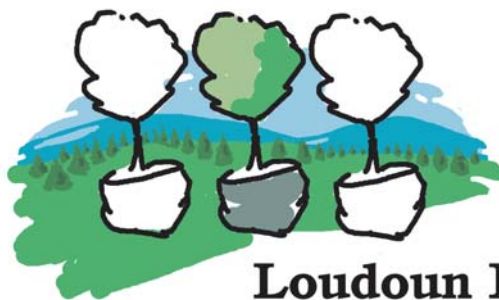
Endless Summer Harvest, a year-round pesticide-free producer of lettuces, micro greens and herbs in Purcellville, will host the first event June 8 and allow tour participants through their 6,000 square foot greenhouse environment. Farm Operations Director Wally Reed will demonstrate the company's hydroponic process and explain the role of marketing techniques that helped Endless Summer establish a strong demand for their niche products.

The following month on July 13, Lou Nichols of Loudoun Nursery will take participants on a guided tour of his 175 acre tree farm, which features 40 acres of Christmas trees and 5 acres of ornamental and flowering shade trees.

Visitors will learn how Nichols conquered both deer and drought as he explains the innovative techniques and tools that have allowed his business to thrive as a "one man operation."

The series ends on September 14 with an explanation of agritourism and innovative marketing at Great Country Farms near Bluemont. Visitors will learn how this rural business welcomes 50,000 visitors a year with a goal to offer each person an experience of farm life. From its community supported agriculture program to weddings, pig races, fishing and "pumpkin chunkin," twilight tour participants will learn how the Great Country Farm family has learned to cultivate customer relationships and reap the rewards.

Each Twilight Tour concludes with a dinner which will include Loudoun meats and a salad made from Endless Summer Harvest lettuce. Each dinner will be held at the respective farm, and registration is limited to 100 people. Tour tickets are \$20 and pre-registration is required two weeks prior to each event. Registration forms and additional details are available at [www.loudounfarms.org](http://www.loudounfarms.org).



**Loudoun Nursery, Inc.**

*Evergreen, Shade & Flowering Trees. Container Grown in Loudoun County.*



Above, Great Country Farms employees pack weekly boxes for delivery to Community Supported Agriculture members.



Endless Summer greens are sold weekly in Fairfax and Loudoun Counties and Washington, D.C.





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## Department and Commission News

- Supervisor Lori Waters joined Larry Rosenstrauch, Beth Hain, and Dorri Morin on tours of two of Loudoun's educational facilities in May. The group toured the Academy of Science at Dominion High School in Sterling, and visited the C.S. Monroe Technology Center in Leesburg.
- Loudoun Science Advisor Dr. Terry Sharrer joined Beth Hain, Robyn Bailey and Dorri Morin at the BIO 2006 Convention of the Biotechnology Industry Organization in Chicago April 9-12. The event hosted 19,479 attendees in the life sciences arena from 62 countries. The event, says Hain, was an effective mar-



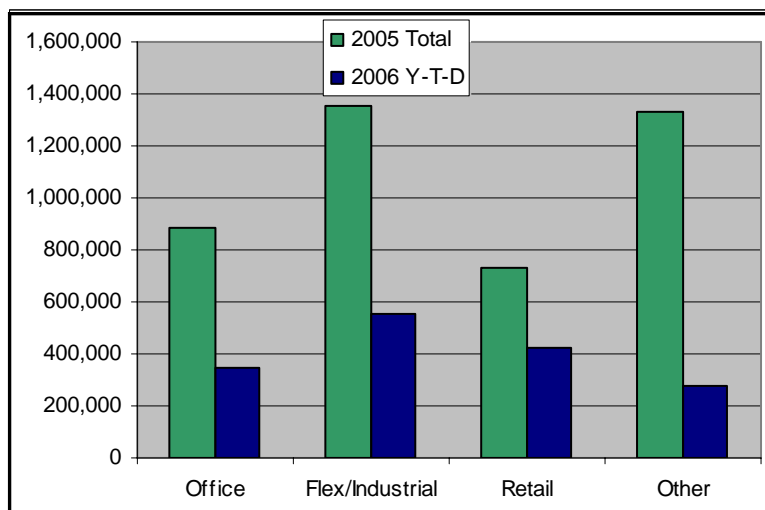
Terry Sharrer at BIO 2006, center.

keting opportunity to leverage Loudoun County, the Howard Hughes Medical Institute Janelia Farm Research Campus, and Northern Virginia in the context of Washington, D.C. and Maryland's strong bio corridor. DED staff were also able to leverage the presence of international bio life sciences companies and test the department's new brand.

## Construction Activity

In March 2006, Loudoun County permitted a total of 271,809 square feet (SF) of nonresidential construction:

- Office — 55,889 SF in March and 136,559 SF in February
- Flex/Industrial — 154,316 SF in March and 398,893 SF in February
- Retail — 45,848 SF in March and 209,532 SF in February
- Other — 15,756 SF in March and 32,989 SF in February
- Taxable — 256,053 SF in March and 744,984 SF in February
- Route 28 — 101,737 SF in March and 620,863 SF in February



Nonresidential Construction — Square Feet Permitted  
2005 Total and 2006 Year-to-Date

# BUSINESS PANDEMIC INFLUENZA PLANNING CHECKLIST



In the event of pandemic influenza, businesses will play a key role in protecting employees' health and safety as well as limiting the negative impact to the economy and society. Planning for pandemic influenza is critical. To assist you in your efforts, the Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC) have developed the following checklist for large businesses. It identifies important, specific activities large businesses can do now to prepare, many of which will also help you in other emergencies. Further information can be found at [www.pandemicflu.gov](http://www.pandemicflu.gov) and [www.cdc.gov/business](http://www.cdc.gov/business).

## 1.1 Plan for the impact of a pandemic on your business:

Completed	In Progress	Not Started	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Identify a pandemic coordinator and/or team with defined roles and responsibilities for preparedness and response planning. The planning process should include input from labor representatives.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Identify essential employees and other critical inputs (e.g. raw materials, suppliers, sub-contractor services/products, and logistics) required to maintain business operations by location and function during a pandemic.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Train and prepare ancillary workforce (e.g. contractors, employees in other job titles/descriptions, retirees).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Develop and plan for scenarios likely to result in an increase or decrease in demand for your products and/or services during a pandemic (e.g. effect of restriction on mass gatherings, need for hygiene supplies).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Determine potential impact of a pandemic on company business financials using multiple possible scenarios that affect different product lines and/or production sites.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Determine potential impact of a pandemic on business-related domestic and international travel (e.g. quarantines, border closures).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Find up-to-date, reliable pandemic information from community public health, emergency management, and other sources and make sustainable links.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Establish an emergency communications plan and revise periodically. This plan includes identification of key contacts (with back-ups), chain of communications (including suppliers and customers), and processes for tracking and communicating business and employee status.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Implement an exercise/drill to test your plan, and revise periodically.

## 1.2 Plan for the impact of a pandemic on your employees and customers:

Completed	In Progress	Not Started	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Forecast and allow for employee absences during a pandemic due to factors such as personal illness, family member illness, community containment measures and quarantines, school and/or business closures, and public transportation closures.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Implement guidelines to modify the frequency and type of face-to-face contact (e.g. hand-shaking, seating in meetings, office layout, shared workstations) among employees and between employees and customers (refer to CDC recommendations).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Encourage and track annual influenza vaccination for employees.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Evaluate employee access to and availability of healthcare services during a pandemic, and improve services as needed.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Evaluate employee access to and availability of mental health and social services during a pandemic, including corporate, community, and faith-based resources, and improve services as needed.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Identify employees and key customers with special needs, and incorporate the requirements of such persons into your preparedness plan.

### 1.3 Establish policies to be implemented during a pandemic:

Completed	In Progress	Not Started	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Establish policies for employee compensation and sick-leave absences unique to a pandemic (e.g. non-punitive, liberal leave), including policies on when a previously ill person is no longer infectious and can return to work after illness.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Establish policies for flexible worksite (e.g. telecommuting) and flexible work hours (e.g. staggered shifts).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Establish policies for preventing influenza spread at the worksite (e.g. promoting respiratory hygiene/cough etiquette, and prompt exclusion of people with influenza symptoms).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Establish policies for employees who have been exposed to pandemic influenza, are suspected to be ill, or become ill at the worksite (e.g. infection control response, immediate mandatory sick leave).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Establish policies for restricting travel to affected geographic areas (consider both domestic and international sites), evacuating employees working in or near an affected area when an outbreak begins, and guidance for employees returning from affected areas (refer to CDC travel recommendations).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Set up authorities, triggers, and procedures for activating and terminating the company's response plan, altering business operations (e.g. shutting down operations in affected areas), and transferring business knowledge to key employees.

### 1.4 Allocate resources to protect your employees and customers during a pandemic:

Completed	In Progress	Not Started	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Provide sufficient and accessible infection control supplies (e.g. hand-hygiene products, tissues and receptacles for their disposal) in all business locations.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Enhance communications and information technology infrastructures as needed to support employee telecommuting and remote customer access.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ensure availability of medical consultation and advice for emergency response.

### 1.5 Communicate to and educate your employees:

Completed	In Progress	Not Started	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Develop and disseminate programs and materials covering pandemic fundamentals (e.g. signs and symptoms of influenza, modes of transmission), personal and family protection and response strategies (e.g. hand hygiene, coughing/sneezing etiquette, contingency plans).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anticipate employee fear and anxiety, rumors and misinformation and plan communications accordingly.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ensure that communications are culturally and linguistically appropriate.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Disseminate information to employees about your pandemic preparedness and response plan.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Provide information for the at-home care of ill employees and family members.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Develop platforms (e.g. hotlines, dedicated websites) for communicating pandemic status and actions to employees, vendors, suppliers, and customers inside and outside the worksite in a consistent and timely way, including redundancies in the emergency contact system.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Identify community sources for timely and accurate pandemic information (domestic and international) and resources for obtaining counter-measures (e.g. vaccines and antivirals).

### 1.6 Coordinate with external organizations and help your community:

Completed	In Progress	Not Started	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Collaborate with insurers, health plans, and major local healthcare facilities to share your pandemic plans and understand their capabilities and plans.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Collaborate with federal, state, and local public health agencies and/or emergency responders to participate in their planning processes, share your pandemic plans, and understand their capabilities and plans.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Communicate with local and/or state public health agencies and/or emergency responders about the assets and/or services your business could contribute to the community.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Share best practices with other businesses in your communities, chambers of commerce, and associations to improve community response efforts.